

The advice is always "SEE YOUR DOCTOR"

To an audience of over 23 million people, in LIFE and other national magazines, Parke, Davis & Co. presents the message shown below. This is the 211th advertisement in the campaign in behalf of the medical profession, published continuously since 1928.

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Write Parke, Davis & Company, Detroit 32, Mich.*

Some things you should know about reducing your weight

No. 211 in a series of messages from Parke, Davis & Co.
on the importance of prompt and proper medical care.

It is an accepted medical fact that excess weight can impair your health and efficiency, and possibly shorten your life.

One person's proper weight may be quite different from another's, however—even though their height and age are approximately the same. A large-boned, muscular person, for instance, should weigh considerably more than a small-boned person of the same height and age.

How much you should weigh is something to leave up to your doctor. Only your doctor can accurately judge whether your weight is within normal limits, or whether a loss or gain in weight is medically advisable.

If your doctor tells you that you weigh more than you should, it's just good sense to do something about it under his supervision. To undertake a weight-reducing program without proper medical guidance is a foolish, and often dangerous, thing to do.

It would be pleasant if there were some simple pill which would automatically and safely reduce your weight with no effort on your part. Unfortunately, *no such remedy exists*. So-called "reducing pills," taken without a physician's advice, are usually valueless and may be dangerous.

One type of pill, for instance, will cause you to lose weight—but only for a day or two! Its action is to remove water from body tissues, thus lowering your weight. But as soon as the water is replaced, the extra pounds are back again.

Another thing to beware of, in an effort to lose weight, is any sort of faddist diet.

A liquid diet may often be just as fattening as a normal one. A diet which concentrates on a particular food, and excludes most other foods, may deprive you of nutritive elements essential to the maintenance of good health.



SEE YOUR DOCTOR. Let him decide whether you should lose weight, how much you should lose, and how quickly. Let him tell you how you can do it without starving yourself, without risking your health. He can recommend a well-balanced diet. He can advise you about exercise. If he thinks medication will be helpful in your case, follow his instructions about dosage *exactly*. His advice is the only advice you can trust in matters that concern your health.

Makers of medicines prescribed by physicians

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